

# Gender-sensitive Communication

## Subordination and trivialisation - How language can reinforce the subjugation of women

Subordination and trivialisation are ways of using language that reinforce men's traditional dominance over women or belittle or insult women.

**Trivialisation** is any language which makes something seem unimportant and it is closely related to subordination. Often things related to women are trivialised through language that makes something sound 'small' or 'cute'. This may appear benign, but can have the effect of reinforcing women's subordinate place in society.

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*I 'm no girl.*

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**Tip:** Take care that your language actively promotes gender equality by not trivialising or subordinating women.



Pathdoc, I'm no girl, Shutterstock